Inside & Out

Compaq announcement reshapes PC industry

New Products

New Prices

New Support

New Choices

New Directions

COMPAQ
The New Era

Compaq made history today as it unleashed a barrage of 16 new products – 41 models in all. After months of intense effort throughout the company, we have designed and brought to market products packed with features and Compaq quality and reliability – yet at very aggressive prices. This is the largest product announcement in the company's history. According to Eckhard Pfeiffer, Compaq CEO, "These are technologically superior products that will put extreme pressure on simple clone manufacturers. Compaq's technology leadership and low-cost capability is the winning combination for PC industry leadership into the '90s." Turn the page for detailed information on these fantastic new products.

An interview with Gary Stimac
System Division gears up to expand product lines and increase sales

(This is the third in a series of interviews with senior managers discussing Compaq's business strategies and new organization. If you have any comments, suggestions or questions, please send them to the Inside & Out *Suggestion Box on the Banyan network under "suggestion" in Bmail or to mail code 040516.)*

Gary Stimac, 41, heads the Systems Division, which has about 560 employees. Appointed to the position in October 1991, he is responsible for strategic planning of servers and other systems-related products. He also oversees support of these products and coordinates development work with key software vendors such as Microsoft, Banyan, Novell and The Santa Cruz Operation, Inc. (SCO).

As a Senior Vice President, Stimac has long played an integral role in the development of all COMPAQ desktop and systems products. He joined Compaq in February 1982 as the fifth person hired and is now Compaq's most senior employee. He was responsible for leading the team that developed the original COMPAQ DESKPRO Personal Computer. He then led the engineering team responsible for integrating 386-based technology into the COMPAQ desktop computer line. By being first to market with a 386-based PC, Compaq became established as an industry-leading PC manufacturer.

Prior to joining the company, Stimac served as an engineering manager at Texas Instruments for nine years. He graduated with a B.S. in Electrical Engineering from the Milwaukee School of Engineering in May 1973. He and his wife, Susan, have two children, Christopher, 13, and Timmy, 8.

Stimac likes high performance at both work and play. For relaxation, he enjoys competing in "casual races" on Lake Conroe. He drives a 1,600 horsepower Fountain speedboat that goes in excess of 90 miles per hour.

Q. *What's the mission of the Systems Division?*

A. We want to be the leader in developing network systems for businesses – systems based on open standards and that offer superior value and customer satisfaction.

At present we're focused on providing the best servers in the industry. As time goes on, we'll be noted for our integrated software and tools to manage systems. In the future, we'll be involved in every aspect of network solutions.

Q. *What are your principal products and services?*

A. Our main product today is server hardware such as the COMPAQ SYSTEMPRO and COMPAQ SYSTEMPRO/ LT. We also provide customers a vast array of help in finding a specific network solution. This help, or the "value add" as we call it, comes in the form of the compatibility testing we do and the information tool kits we create to help customers integrate our products into their companies. We also test our customer's applications in a variety of communication environments to ensure they work well in small networks or very large networks.

Compaq announces hot new desktop family

Aimed at "traditional" customers who demand the latest features and startling performance, Compaq unveiled June 15 the new COMPAQ DESKPRO/i family of desktop computers. These new PCs include extremely impressive accelerated graphics, microprocessors and new audio technologies.

Without sacrificing anything Compaq is known for – quality, reliability, compatibility and innovation – the PCs offer the perfect balance between a variety of

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The COMPAQ DESKPRO/i family expands the definition of "mainstream business computing" to include an old standby – your voice!

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features, flexibility, dramatic performance and affordable prices starting at under $2,000.

"As Compaq revitalizes itself and forges ahead in new entry-level markets, we also pledge to never abandon the traditional Compaq business customers who expect us to deliver cutting-edge technology in addition to high quality and consistent reliability," says Eckhard Pfeiffer, Compaq CEO. "But these customers also demand more affordable products, and the COMPAQ DESKPRO/i family fulfills that promise. Like the perfect tennis return, the DESKPRO/i hits the 'sweet spot' for the ideal video performance, processing power, upgradability and expandability."

The integrated QVision graphics controller offers up to 10 times the graphics performance of many existing VGA systems, and is almost four times faster than other new accelerated controllers from second-tier clones. This means Windows users can

scroll, fly from task to task and open windows – all in a blink of an eye.

Within the COMPAQ DESKPRO/i family a range of powerful configurations are offered from 386DX/25 to 486DX/33 (and 486DX2/66, when available). All models incorporate the Compaq-exclusive VersaChip upgrade architecture so customers can easily migrate from 386 to a variety of 486 microprocessors of different speeds and pin assignments.

Very exciting feature

The COMPAQ DESKPRO/i family expands the definition of "mainstream business computing" to include an old standby – your voice! These PCs are the first in the world to deliver integrated Business Audio – the first practical application of digital voice and sound for business.

Windows users may now record and "embed" voice messages anywhere within Windows 3.1 documents. They can send these voice-annotated documents to coworkers for playback, add voice "notes" to a document for later reference or "voice-illustrate" presentations and training programs. Future applications are being developed by major software vendors to make Business Audio even more useful in the future. Included with each DESKPRO/i is a unique microphone

plus ports for Business Audio devices.

The better choice

Compared to competitive second-tier clones, the COMPAQ DESKPRO/i PC is more easily upgradable, delivers accelerated 1024 x 768 video in all models, includes integrated Business Audio, has MS-DOS 5.0 pre-installed (on hard drives) and offers more security features – all at a comparable street price. Models are also available with Microsoft Windows 3.1 installed and a Compaq mouse for users looking for extraordinary value and easy setup in a "Windows PC." These PCs are available to customers worldwide immediately.

The COMPAQ DESKPRO/i family

Company lowers costs without sacrificing quality, reliability

While many PC companies have delivered low-cost products by putting their name on a product sourced from another company, Compaq has taken a different approach – we've designed, built and tested our own low-cost products. This allows Compaq to maintain control of quality, compatibility and performance, ensuring complete customer satisfaction.

Historically, Compaq product teams have focused on quality, compatibility and performance. The result has been some of the most significant innovations in the PC industry: the first 80386-based PC; the first 386SX notebook; COMPAQ SYSTEMPRO drive array technology, to name just a few. Now, these same product teams have been asked to focus on affordability without compromising

Compaq quality, compatibility and performance. The result? The best product teams in the industry have developed the best affordable PCs.

What we did

● Established affordability as a key design criteria. For example, in one of our products, the use of a four-layer board instead of a more complex design reduces cost while increasing reliability.

● Better leveraged our buying power with suppliers and use of multiple sources, allowing component costs to keep coming down.

● Better use of the technology base in each product. For example, much of the R&D invested in the COMPAQ LTE Lites such as power conservation circuitry

and keyboard design was transferred to the COMPAQ Contura Family of PCs very cost effectively since the technology had already been developed.

● New manufacturing techniques allowed earlier identification of problems so issues can be addressed earlier and rework minimized. By using leading-edge CAE design methods, this has enabled Compaq to speed design and lower costs through faster debug of new designs, design of custom chips, and more efficient layout for smaller, lower cost boards.

● Designed products that are easier to manufacture and service including our modular design, elimination of redundant parts, and "plug together" assembly to name just a few.

● Developed strategic relationships

with key industry suppliers which translates into competitive advantages for COMPAQ products.

What we didn't do

● We did not simply OEM a product from an offshore clone maker and put our name on it.

● We did not cut corners on component quality, testing or manufacturing.

By leveraging technology, removing non-value added steps in our product development processes, simplifying and focusing designs, and establishing strong strategic relationships, Compaq will deliver cost-effective products that support the quality our customers require. Simply put, the new products from Compaq have the quality that customers expect at unexpected prices.

Company shatters $1,000 barrier with high-quality desktop PC

Compaq introduced a new line of very affordable desktop PCs – the COMPAQ ProLinea line – June 15 to redefine the market for value-priced PCs. Engineered by Compaq to meet the basic personal computing needs of price-sensitive customers, the COMPAQ ProLinea line is proof-positive that Compaq is serious about providing a top-quality, low-priced line of desktops.

The new line of computers have list prices starting at below $950. Including a floppy drive, hard drive and pre-configured software, the COMPAQ ProLinea Personal Computers hold true to traditional Compaq quality design and construction and deliver an extremely attractive set of features at a very aggressive price.

Compaq CEO Eckhard Pfeiffer said the COMPAQ ProLinea line represents the Compaq fulfillment of its promise to deliver high-quality entry-level PCs at a low cost. "We have deeply examined every facet of our business to see how we could bring this kind of PC to our customers and do it better than our competition. Because any compromise of the traditional Compaq quality, reliability and compatibility is unacceptable, we had to forge new ground in engineering, manufacturing and component sourcing," Pfeiffer said.

The COMPAQ ProLinea line has been designed for the business PC buyer who has been searching for a low-priced PC with higher quality than has been available elsewhere. This buyer is adding new users and replacing outdated computers, for example, and needs a low-priced PC with basic functions that works well on the network – without any hassles or problems. The COMPAQ ProLinea line is also great for users in

COMPAQ ProLinea desktop PC

small offices or home offices – the "SOHO" market – which has not really been addressed by Compaq until now.

With prices comparable to second-tier clones, the COMPAQ ProLinea line offers higher quality, great performance and needed features while remaining affordable for everyone. And unlike some competitive "OEMed" PCs from companies with little engineering expertise, the COMPAQ ProLinea is totally Compaq designed and engineered. It is rigorously tested in Compaq reliability and compatibility labs, carefully manufactured in Compaq world-class facilities, marketed worldwide by Compaq's

network of well-trained resellers, and fully supported by on-site service providers and by highly-qualified Compaq Customer Support Representatives.

The COMPAQ ProLinea line starts with 386/25 models at less than $1,000 (U.S. Suggested List Price) and ranges to a 486DX/33 model with a 120 megabyte hard disk. The actual price paid (street price) may vary, especially when purchased in larger numbers.

Features of COMPAQ ProLinea line – remarkable at these low prices – include: high-resolution 1024x768 video for better user productivity under Windows (there are new affordable 1024x768

monitor options, too); MS-DOS 5.0 installed on all the hard drive models so the PC is ready to run right out of the box; a convenient 3.5-inch, 1.44MB diskette drive; built-in expandability to meet future needs; one year on-site warranty (North America); and an extraordinary compact-sized model available for customers short on desktop space. Bundled versions are also available with a mouse and Windows 3.1 and PFS: WindowWorks installed. The 386SX models of the COMPAQ ProLinea are available worldwide. The 486/33 models will be available by August.

Compaq launches aggressive new advertising campaign

Compaq recently launched an aggressive advertising campaign highlighting the company's new strategic focus for the 1990s and promoting Compaq's strong brand image. The campaign starts with a bold message conveying that Compaq is the one PC company with the passion to do things right for the customer, reinforcing product and corporate strengths that are key to success in the evolving PC marketplace.

Compaq delivers new monitor

In addition to the many new PCs introduced June 15, Compaq also delivered a new low-cost high-resolution monitor. The COMPAQ 1024 Color Monitor is ideal for today's demanding Windows-based environments that require support for resolutions up to 1024 x 768.

The new COMPAQ 1024 Color Monitor is a 14-inch multiscanning monitor that comes standard with nine factory present modes.

Designed with affordability in mind, the company's new monitor is a perfect match for any COMPAQ PC.

New family of high-quality, low cost notebook PCs introduced

Establishing new quality and convenience standards in affordable notebook computing, Compaq announced June 15 an exciting new generation of lower-priced notebook PCs that are engineered to deliver Compaq quality, reliability and features. The COMPAQ Contura Family of Personal Computers set the standard for what an affordable notebook ought to be.

Sporting a contemporary ergonomic design, the COMPAQ Contura 3/20 and COMPAQ Contura 3/25 Personal Computers have a sleek styling that is stronger and easier to carry. The COMPAQ Contura products come standard with many of the features typically found on more advanced notebook PCs.

Weighing just 6.2 pounds (2.8 kg), all COMPAQ Contura products come standard with a 20-MHz or 25-MHz 386SL-based microprocessor and large and bright monochrome VGA display. The larger display (9.5 in. diagonally) makes it easier to see text and detailed graphics. The high contrast and brightness of the monochrome VGA gives sharper images that are easier on the eyes. The 101-key compatible keyboard has isolated inverted "T" cursors keys and graphically labelled Hot Keys for instant access to special features and frequently used functions.

The enhanced NiCd battery pack provides three-and-a-half hours of battery life on a single charge. Other features include power conservation, Hibernation, and the COMPAQ Multilock security – a wide range of hardware and software features to protect the PC and valuable data. All models also come standard with Microsoft DOS 5.0 as published by Compaq preinstalled on the hard drive.

Customers can choose from a wide variety of notebook options such as expandable memory, carrying cases, and free technical support.

For price sensitive customers who need high quality and dependable notebook PCs, the 20-MHz 386SL-based COMPAQ Contura 3/20 is competitively priced in two configurations. Both models come standard with a 3 1/2-inch diskette drive and two megabytes of RAM, expandable to 10 megabytes.

For mainstream and advanced productivity customers who need low cost, high quality notebook PCs with added performance, the 25-MHz 386SL-based COMPAQ Contura 3/25 is also priced in two configurations. Both models come standard with 3 1/2-inch diskette drive, 64-kilobyte cache, and four megabytes of RAM, expandable to 12 megabytes.

COMPAQ Contura Family Options	
386SL coprocessor	2,4,8-MB expansion boards
120MB hard drive	84MB hard drive
Battery Charger Fastcharger/Discharger	AC Adapter
Auxillary Battery	Nickel Metal Hydride Battery Pack
Enhanced NiCd Battery Pack	External numeric keypad
Enhanced keyboard	Slip Case
Carrying case	Briefcase
Serial interface board	Enhanced option slot adapter
Free technical support	

Compaq Contura Notebook PC

To fulfill the promise of providing more customer support and satisfaction, Compaq held a company-wide search on June 1 for technical support engineers to fill approximately 40 new positions in the expanded customer support area. From 11 a.m. to 5 p.m. in CCA11, Houston employees brought their resumes to display their experience in helping the company's increased focus on customer needs. Balloons and signs announced the theme for the job fair, "Talk it Up!"

Compaq unveils world's most advanced color notebook

Propelling the notebook standard to new heights, Compaq announced June 15 the Compaq LTE Lite/25c, the first COMPAQ notebook to combine active matrix color display technology with the superior features and design of the company's award-winning LTE Lite notebooks. Notebook PC customers can now have it all: brilliant color, powerful 386SL processor or with 64-kbyte cache, long battery life, advanced features and a new integrated trackball, called EasyPoint trackball, packed into one of the smallest and lightest notebooks available.

The new EasyPoint trackball, is built into the display for easy single-handed operation of the cursor in windowing or other graphical-based applications. The trackball is located to the right of the display and has two click buttons on the back of the display.

The COMPAQ LTE Lite/25c enables mobile professionals, such as sales representatives, consultants and engineers to display compelling visual images in brilliant colors on a 8.4-inch diagonal active matrix color VGA display. A wider viewing angle means more

people can view the screen at one time.

Unlike passive matrix color technology, the active matrix Thin-Film

COMPAQ LTE Lite/25c screen

Transistor (TFT) display used in the COMPAQ LTE Lite/25c provides a fast screen response and exceptionally clear and bright screen images. The LTE Lite/25c can display 256 deeply saturated colors on the screen at one time from a palette of 4,096 colors.

The COMPAQ LTE Lite/25c also comes standard with 4 Megabytes of system memory, twice the amount of most competitive

systems, and is expandable to 20 MB.

The COMPAQ LTE Lite/25c has a 25-MHz 386SL processor with a 64-kilobyte cache, powering sophisticated graphics 35 percent faster than 20-MHz 386SX non-cached notebook PCs for increased productivity. The

COMPAQ LTE Lite/25c has advanced power saving features that extend battery life up to four hours on a single charge – as much as one-and-a-half more hours than many competing notebooks. Weighing just six-and-a-half pounds (2.9 kg) and measuring 8.5 in x 11in x 2 in (22cm x 28cm x 5cm) this is also one of the smallest and lightest color notebooks available.

The COMPAQ LTE Lite/25c is loaded with convenience features including MS-DOS 5.0 (published by Compaq), Microsoft Windows 3.1 preinstalled, EZ Help Online Library and the company's first optional internal data and fax modem.

Additional features

As an extension to the LTE Lite family, the COMPAQ LTE Lite/25c includes the same exceptional convenience, security and power saving features. These features include Nickel Metal Hydride Power Smart Pack batteries, Hibernation – which automatically or manually saves your data and turns off your PC, simultaneous display capability, special function hot keys and an accurate battery gauge that shows remaining battery life in hours and minutes.

Customer services undergo major expansion

Compaq's drive to lead the PC industry in customer support and satisfaction took another leap forward on May 4th with the announcement of CompaqCare.

The program offers customers an array of new and enhanced options for technical services, electronic access, hotline support, customer training and self-maintenance. For customers in North America, the program includes a one year, on-site limited warranty service. The warranty is free with the purchase of any hardware product manufactured by Compaq.

"CompaqCare, combined with all our other customer support programs initiated over the past twelve months, totally removes any perception of service advantages our competitors have in the marketplace," says Gus Kolias, Vice President, Customer Service and Training. "Customer satisfaction is our top corporate priority, and now we have a customer support package unmatched in our industry."

"There is a big difference between just marketing your products to customers through a toll-free number, and actually putting in place a support network staffed by a corps of highly trained technical people," Kolias adds. "In fact, we have more engineers at Compaq to support our customers than some competitors have in their entire companies."

Here are CompaqCare highlights:

● *New on-site warranty* – This warranty provides customers with second business-day repair at their location by participating authorized service providers. Many of the service providers also offer same-day repair service options. For warranty repairs, customers simply call their local authorized service provider (reseller or third-party maintainer), or the Compaq Customer Support Center (800-345-1518) to request service. Customers who already own COMPAQ products still under the original manufacturer's warranty can upgrade each product to the new on-site warranty through Compaq for $39.

● *Advanced network support agreement* – This option is for customers seeking advanced levels of technical expertise in configuring, installing and operating local area networks. It replaces the Telephone Support Agreement and is designed for LAN administrators and support people who use COMPAQ platforms running operating systems from Banyan, Microsoft, Novell and The Santa Cruz Operation (SCO). The one-year basic agreement, costing $3,450, provides assigned Compaq technical teams and priority problem escalation and issues resolution.

● *COMPAQ ON CompuServe* – Compaq offers a technical forum on

CompuServe, a worldwide computer network, that gives subscribers electronic access to Compaq engineers actively involved in addressing technical questions. CompuServe, available 24 hours a day, also enables customers to exchange information and receive Compaq technical documents, software solutions and software drivers.

● *COMPAQ PAQFax* – Customers can now call the Compaq Customer Support Center 24 hours a day, seven days a week to receive COMPAQ product brochures, technical specifications, and other product specific documents free-of-charge.

● *A SMART Hotline* – Technical personnel in Compaq's Customer Support Center now use SMART (Support Management Automated Reasoning Technology) to ensure fast, consistent, accurate and high quality response to product related problems. The case-based, artificial intelligence system captures the knowledge and experience of experts and makes the information behind the problems they've resolved widely available.

In brief, here's how it works. SMART allows its more than 100 users to match the characteristics of customer trouble calls with those of past cases. For example, a customer reporting "intermittent problems in a Compaq server on an Ethernet network resulting in lockup

under high-traffic conditions" would cause SMART to search its database for cases with those characteristics.

Similar cases, with their suggested solutions, would then be displayed on the SMART screen with scores showing just how similar they are. For each matching case, SMART prompts the caller for additional information, such as network operating system. As more information is requested and supplied, the system makes new searches and provides more relevant cases, solutions and questions until the problem is solved. With help from the SMART system, technical support personnel resolve 95 percent of all calls in under 15 minutes.

● *End user training* – Compaq now offers customers training courses to increase technical skills and integration expertise. The hands-on classes cover everything from specific COMPAQ products to LAN and network systems integration. Courses are held at Compaq regional office locations throughout North America.

● *Enhanced self maintainer program* – Compaq broadened its service offerings to customers who have in-house maintenance staffs. Depending on their needs, self maintainers now have a variety of service program options available from Compaq.

Windows Edition advances modular PC family

Once again demonstrating the advantages and innovation of Intelligent Modularity, Compaq added June 15 new "Windows Editions" to the COMPAQ DESKPRO/M family. These models are in addition to the existing DESKPRO/M lineup, and incorporate the high-performance QVision graphics controller, pre-installed MS-DOS, Windows 3.1, Compaq mouse and microphone, and the first practical business application of integrated audio technology – "Business Audio."

Business Audio enables Windows 3.1 users to record and playback "voice messages" at any point in Windows 3.1 documents or spreadsheets. This is especially useful for recording changes or suggestions on co-workers' documents. Now, more than ever, the DESKPRO/M family offers the most advanced combination of features and software for demanding Windows users – the ultimate path into the world of Windows. Moreover, people who own DESKPRO/M models without Business Audio or QVision graphics can upgrade their PC by trading in their old graphics or I/O boards towards the purchase of the new boards.

"These Windows Editions highlight the benefit and promise of DESKPRO/M Intelligent Modularity – for very low cost of ownership," says Compaq CEO Eckhard Pfeiffer. "Many users base their PC purchase decisions not only on purchase price and features, but also on serviceability and long-term upgradability of all the subsystems – processors, video, and the like – and they try to minimize the total cost over the life of the PC. The DESKPRO/M family has been designed to be very flexible, so the computer bought today will be able to take advantage

Windows Editions for the COMPAQ DESKPRO/M family.

of technology innovations in the future."

The Windows Edition has the following key standard features:
- QVision 1024/E Graphics Controller
- Business Audio
- Pre-installed software – includes MS-DOS 5.0 as published by Compaq and Microsoft Windows 3.1
- COMPAQ Mouse and microphone

New DESKPRO/M Windows Editions are available today worldwide.

Black and white display expands portable line

On April 27, Compaq announced the COMPAQ PORTABLE 486 Personal Computer, expanding its line of powerful 33-MHz 486 portables. Providing exceptionally crisp screen images and more than twice the performance of most 386-based notebooks, the new PC is the first portable in its class to offer a black and white active matrix display with standard VGA resolution.

Aimed at customers who need to take power-hungry PC applications on the road, the EISA-based, AC-powered portable is the company's latest addition to its advanced portable family, following last year's introduction of the COMPAQ PORTABLE 486c, the active matrix color model.

Compaq also reduced U.S. suggested resale prices by up to 13 percent on the COMPAQ PORTABLE 486c, offering the option of black and white or color active matrix displays at very competitive prices.

According to John Dunkle, President of WorkGroup Technologies, an international market research firm, "With the success of its powerful color portable, Compaq recognized the market need for an advanced portable with an active matrix grayscale monochrome display. Compaq has seized the opportunity by expanding the family with this new high-end portable."

Key standard features of the COMPAQ PORTABLE 486 include four megabytes of system memory (expandable to 32 MB), a 3.5-inch 1.44-Megabyte Diskette Drive, a full-size detachable keyboard, MultiLock security features, and a one-year worldwide warranty. The Model 120, now shipping worldwide, includes a 120-Megabyte fixed disk drive. The Model 210, with a 210-Megabyte Fixed Disk Drive, is expected to ship later this year, when quantities of 210 drives become available.

Compaq showcases spectacular products at CeBit '92

Manuela Doerken
Compaq Germany

At a time when information and telecommunications markets are merging and the demand for modern technology increases, Compaq can showcase its own products and services that meet those demands through information fairs such as CeBIT. CeBIT is a world-renowned opportunity for presenting state-of-the-art office information and telecommunications technology. From March 11 through March 18, over 5,000 exhibitors representing 50 countries demonstrated their products and services at this year's CeBIT fair in Hannover, Germany.

Something for everyone

Each year, CeBIT grows bigger and better. The fair saw a 10 percent increase in attendance among the visitors from the year before. Approximately 96,000 visitors per day explored the CeBIT fair's displays covering such topics as: information technology, computer integrated technologies, production data management, software, network computing, telecommunications, office systems, banking technology, financial services and security equipment.

Compaq at CeBIT

Reflecting the trend in customer demands, Compaq demonstrated how its products provide a total, integrated computing solution for any customer need.

In cooperation with resellers and strategic partners, Compaq exhibited solutions to meet a wide spectrum of potential customer needs. Sales and marketing, office, production, research and development, server centers and platform integration were categories represented by five individual displays.

Compaq also presented its new products – the COMPAQ DESKPRO 50M, the COMPAQ SYSTEMPRO/LT and QVision. The displays communicated Compaq advantages such as: functionality through an executive case with printer and notebook, integration of different software programs, information systems, solutions in CAD/CAM technology and planning and coordinating tools for production.

In addition to the main display, Compaq also maintained an exhibit in an area designated as the Bank Finance Center. In this center, specializing in banking and finance solutions, Compaq shared a display with partner software companies who are experts in developing financial solutions for their customers.

CeBIT celebration

After the fair ended, Compaq colleagues congratulated themselves on another successful demonstration of the company's technology leadership. To celebrate, over 500 people enjoyed themselves with fun, food and the music of the Starlight band.

An interview with Gary Stimac

Q. How do our new system products announced June 8 fit into your strategy?

A. The enhanced COMPAQ SYSTEMPRO models will expand the high end of our server line and give our customers substantially higher levels of performance, especially in database and LAN applications.

The other offerings – Novell's NetWare, combined with COMPAQ Insight Manager, Performance Management TechNote, and the NetWare Programs from Compaq support diskette – are critically important. They simplify in a very significant way the complex task of monitoring and administering PC-based networks, whether a dozen people are on it, or thousands. These products will not only help our customers, but differentiate us from our competition.

Q. How large is the server market?

A. It's big and growing pretty fast. In 1991, there were about $3 billion worth of servers sold. This includes not only tower products, but also desktop PCs used as servers. We project the market will do about $3.8 billion this year, with sales of about 680,000 units. By 1994, it should be a $5 billion market. The growth rate is about 16.5%. per year.

Q. How are sales of the COMPAQ SYSTEMPRO and, in general, the Systems Division?

A. We're doing acceptably well. However, we'd like to see bigger numbers. We presently are positioned at the higher end of the server marketplace with our COMPAQ SYSTEMPRO and COMPAQ SYSTEMPRO/LT. We have developments underway to take some of that same functionality and move it further down in cost, allowing us to compete more effectively in the mainstream server market.

The COMPAQ SYSTEMPRO is a great server for 50 people. The COMPAQ SYSTEMPRO/LT is a great twenty to thirty node server and we're very effectively competing in that market. But there is also a substantial market out there for a server for five to twenty users.

Fundamentally, our largest push right now is to broaden our server product line, increase our volume and complement our hardware with system software products. We're very focused on providing advanced systems to monitor and control network servers.

Q. How far can we take COMPAQ servers? Some call them the "mainframes of the '90s."

A. Our industry started in a personal computer environment, but is moving to workgroup computing. We still haven't solved the total computing needs of business and industry – but we're working on it. Within Compaq for example, we have approximately 15,000 PCs connected to a worldwide network. We have 1,200 servers that we use to communicate information throughout the entire company structure. Still, we use HP minicomputers to run a number of our mission-critical applications such as parts inventory and manufacturing planning and forecasting.

Many companies are already transferring their mission critical applications to PC networks, and so are we. With processors operating at hundreds of mips (millions of instructions per second), disk drives in the gigabyte range and robust operating systems, Compaq will be delivering solutions and systems this year that are as capable, if not more capable, than mainframes.

That doesn't necessarily mean that mainframes are going to disappear any time soon. Because of the application base of software residing on mainframes, those products will exist well into the year 2000. But we see more and more aggressive companies moving their information away from mainframes and minicomputers and down to PC networks. That is a far better and more cost effective way to handle many of today's complex information needs.

To compete against mainframes, of course, we have to duplicate the functionality that's on a mainframe – fault tolerance, management controls, all those things. We're working on them and making progress.

Q. Why did we leave the Advanced Computer Environment (ACE) Initiative as well as halt development of RISC-based systems?

A. We resigned from the ACE Initiative based on the decision not to bring a MIPS-based system to the marketplace. We met with lots of customers through visits and in focus groups and showed them preliminary MIPS-based products. They simply weren't interested. They said they were going to stick with Intel-based systems, and they have.

The story is similar with RISC-based products. Two years ago Compaq focused a good portion of its engineering and marketing efforts on bringing RISC-based commercial systems to the marketplace. At the outset, we were responding to customer concerns over the lack of robust operating environments for the Intel architecture and the overall price/performance between the two chips – RISC being a lot better. Since then, Intel has gone through some big changes and has made great strides in coming out with new generations of chips more quickly. More operating systems can run on its architecture and the company is now delivering better price/performance. The next generation Intel P5 chips are very much on a par with RISC chips. The willingness of people to explore new architectures like RISC within the current economic climate is very, very low. People want a very safe solution that they know will be supported by industry standards.

Q. How much higher performance will you get from a P5 chip over a 486 chip?

A. After the appropriate hardware and software changes have been made, you're looking at two and a half times the performance of a 486 chip. With multiple P5s in a server-class product, we're going to be achieving ratings in the range of 100 to 200 mips. Those are as large as existing mini-computers and mainframes today. We'll be competing very well not only against RISC architecture, but also DEC's new Alpha chip.

Q. What will happen to the people who were involved in the ACE and RISC projects?

A. The people have been reassigned to other projects within the Systems and PC divisions. We're actually going to be using a lot of the technologies that we developed with the ACE program in our future products. The ability of our new COMPAQ ProLinea line to annotate sound with data came straight from our work with ACE. We also learned a great deal about high-performance SCSI interfaces and the drives used with them. Those features will be used in future COMPAQ SYSTEMPRO products.

Q. If we're truly in the systems business, we're competing against IBM and Digital Equipment Company with tens of thousands of sales and support people. How can we can do that?

A. Well, the reason IBM and DEC require massive amounts of sales people and system engineers is because they're dealing with proprietary architectures. Their applications base, their operating system base and their hardware base is unique to those companies. They are the only people supporting those types of solutions. When we are competing against those solutions with our hardware, we can leverage off the vast expertise in the industry surrounding an Intel solution, around a UNIX solution or a Novell solution. In other words, we have a lot more people supporting our system products than IBM or DEC ever could.
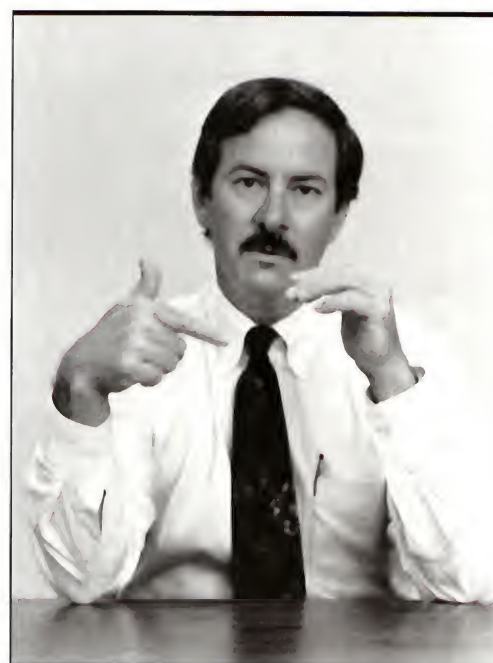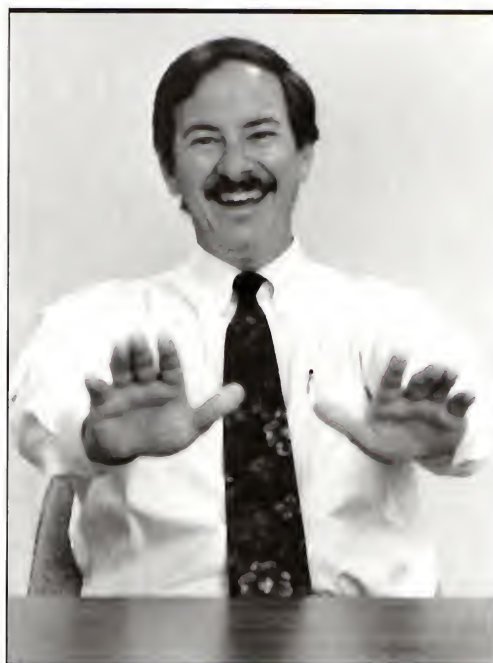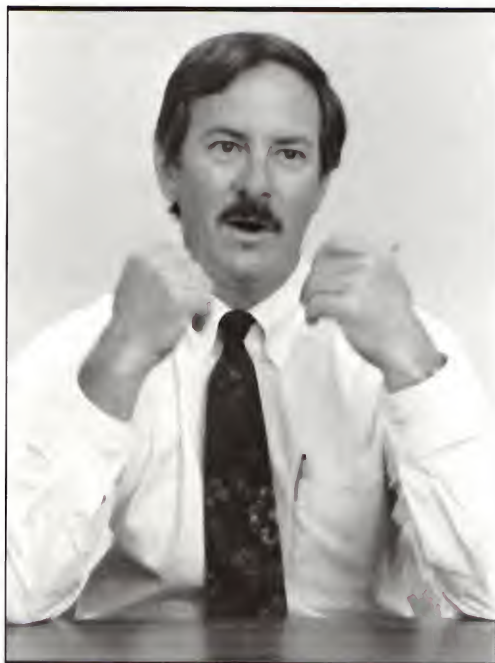
Q. Are you satisfied with our ability to sell our server products?

A. We have a very capable reseller base out there. We have a large group of resellers specifically segmented to sell system solutions. With our help, they're getting stronger. We've come to recognize that the channel, by itself, can't always sell to major accounts products like the COMPAQ SYSTEMPRO. Our account managers assist in the demand generation and go after major account business. Our system engineers help sell the features and functions that our servers offer.

Q. How will the System Division's products be differentiated from those of AST, Dell and other clone makers.

A. I believe AST and Dell are producing server products based only on price/performance goals and haven't really considered the area we think is critical – that of offering integration tools, real life performance testing, and a network management and systems software to effectively administer high-performance networks. What we're really competing against is products from the traditional mini-computer and mainframe companies. Those products are not just composed of hardware, but incorporate highly sophisticated system software as well. In an open industry standard environment, we need to have available the same type of solutions to end-users. The clone vendors such as AST and Dell haven't demonstrated they've recognized this need yet.

Q. We were caught off base by the price sensitive PC market. What are we doing to ensure that we're listening to customers?

A. We are focusing a tremendous amount of energy with our major account managers and with executive briefings to make sure that the functionality and the costs in our products are in line with what our customers want. We have very competitive products today for the high end of the server marketplace. As we broaden our product line, we'll cover the lower end of price/performance and solution needs.

I might add that we have SYSTEMPRO End-User Forums, which provide strong input from our customer base. It is absolutely critical during these times to stay closely in tune with customers, as well as to understand the needs of our resellers in selling complex networking solutions.

Compaq Erskine wins coveted award

Here's one icon
we're very proud to display

We're proud to have been awarded The 1992 Queen's Award for Export Achievement. We're also very grateful to everyone who uses a Compaq computer.

By telling us what you need, by suggesting how we can improve, you help create the best computers in the world.

We appreciate it. And, judging by our exports, so do our overseas customers.

So thank you. If there's anything we can do for you, any

help we can give or information we can provide, please don't hesitate to call us on **081 332 3888.**

COMPAQ

An advertisment featuring the Queen's award for Export Achievement.

The Compaq manufacturing facility in Erskine, Scotland, was recently named a recipient of the coveted Queen's Award for Export Achievement. In just three years from start-up, the facility increased export sales by almost 450 percent.

Total shipments from the facility increased by just under 400 percent over the same period, underlining the continuing growth of Compaq sales throughout Europe, the Far East, Australia and New Zealand. Today, 80 percent of COMPAQ PCs and PC systems built in Scotland are exported worldwide.

"We are proud of the achievement of our people here in Scotland, working in close cooperation with other Compaq employees, resellers and customers

throughout the world, in winning this coveted award," says John Dolan, Managing Director of Compaq Computer Manufacturing Ltd. "Their commitment and dedication has enabled us to increase productive capacity ahead of forecasts, while achieving consistency high product quality – culminating in the award of ISO9000 quality certification to the Erskine plant only last year."

Over 700 people are employed at the Erskine facility with another 250 at the international service and repair facility in Stirling, Scotland.

Besides its production role, Erskine has proved a valuable sales tool, hosting over 11,000 reseller and customer visitors from throughout Europe.

Compaq continues strong presence in Latin America

Continuing our worldwide expansion efforts, Compaq announced in May that it has authorized its first reseller in Bolivia in South America to offer the entire range of COMPAQ products to major accounts and end users. The company also announced that it has authorized two companies in Uruguay, Computer Vision Ltd. and Computer Center LEM S.A. , to offer the entire range of COMPAQ products to its customers.

The new Bolivian reseller, Sistemas De Computacion E Informatica, or Sisteco, was selected to join the Compaq worldwide network of Authorized Resellers based upon its strong history of providing excellent customer service and support. It has offices in La Paz, Santa Cruz and Cochabamba.

"The authorization of this reseller for the Bolivian market is yet another example of the company's strategy to offer high-quality products to end-users throughout Latin America and the world," said Manuel Parra, Vice President of Compaq Latin America. "The addition of Sisteco to our worldwide reseller network will not only ensure the availability of COMPAQ products to this region of the world, it will also ensure that excellent service and

support is available for companies in Bolivia who have selected Compaq as their computing platform."

Understanding Uruguay's customers

The resellers in Uruguay, both headquartered in Montevideo, were selected to join the company's worldwide program based upon their ability to provide customers with complete service and support of the COMPAQ product line.

"The authorization of Computervision and Computer Center continues our strategy of offering high-quality COMPAQ products to end-users throughout the world," said Parra.

Compaq began sales operations in Latin America in 1989 and has continued an aggressive penetration of this region as part of its worldwide expansion program. The Company opened its first wholly owned subsidiary in Latin America in Mexico in June of 1991, and regional offices were opened in Argentina, Chile, Colombia and Venezuela.

Additionally, Compaq has appointed resellers in Bermuda, Brazil, Chile, Costa Rica, Ecuador, El Salvador, Honduras, Jamaica, Panama, Puerto Rico, Trinidad and the Virgin Islands.

Noted with regret

Joy Schmidt, Senior Secretary, died May 7. She had been with Compaq since Aug. 8, 1988.

Julian Kaufmann, Manager of Organization and Human Resources Development, spoke to the British House of Commons Select Committee on Employment during a recent trip to Houston by the group. The visit to Compaq was part of a fact-finding trip to learn how Houston companies tackle the problems of industrial change and economic diversification, and the consequent effects on employment and training needs. In the background are Eric Fernette, Employee Relations Manager, and Mary Beth McGowan, Senior Health and Family Service Representative, who also participated in the briefing.

Compaq introduces server and network management solutions

Compaq extended its leadership position in the PC server marketplace June 8 with a series of hardware and software announcements, including a breakthrough plan in the area of server management and a powerful new version of its popular COMPAQ SYSTEMPRO.

In other systems-related announcements, Compaq will resell Novell's NetWare, an industry standard network operating system, together with complementary COMPAQ network management products and solutions. With the introduction of the COMPAQ Insight Server Management, Performance Management Technote, and NetWare programs from support diskettes, the company combines easy-to-use hardware and software management products that give network administration the ability to monitor, analyze and control all aspects of server operation.

"Compaq pioneered the PC Server marketplace in 1989, and we are again breaking new ground, not only in PC server hardware, but the increasingly important area of server and network management," said Gary Stimac, Senior Vice President and General Manager, Systems Division. "The PC server hardware and software announcements re-affirm that Compaq is the clear leader in the PC server market."

Enhanced SYSTEMPRO

The company's enhanced COMPAQ SYSTEMPRO features state-of-the-art technology, delivering up to 70 percent better server performance and increased manageability at up to $5,000 less that current SYSTEMPRO models. The enhanced SYSTEMPRO's next-generation Intelligent Drive Array Controller-2 (IDA-2) eliminates data storage bottlenecks by using a faster processor and other innovative features. These features result in better performance for write-intensive environments, such as database or fault tolerant configurations, or any environment where performance is critical.

The COMPAQ SYSTEMPRO is the most popular in its class. In a recent International Data Corporation Survey (IDC) survey of Intel-based multiprocessing products, more than 70 percent of advanced server customers said they chose the COMPAQ SYSTEMPRO with its high performance, scalability and expandability. When advanced server customers were asked what component they would upgrade or improve if they could, they responded that greater disk throughput for faster server response was by far their first choice. The enhanced COMPAQ SYSTEMPRO fulfills this need with the state-of-the-art IDA-2 Controller, delivering up to 6.4 times more I/Os per second than the award-winning COMPAQ IDA Controller.

The IDA-2 delivers excellent performance by incorporating a new processor and 4MB Array Accelerator Write Cache. The new NEC V53 processor executes instructions 60 percent faster to improve both read and write performance. The Array Accelerator is an innovative performance feature that allows the system to temporarily store data in the Array Accelerator, rather than directly to the disk. Later, during less write-intensive activities, the stored data is written to disk.

The Array Accelerator delivers a substantial boost to system performance – without sacrificing data integrity. It includes on-board batteries which allow data to be held for 8 to 10 days in the event of a power loss. In addition, the memory of the Array Accelerator is mirrored, keeping a clean copy of the data in the event of a parity error – a critical need for any size or type of business.

Another unique feature of the COMPAQ IDA-2 is RAID 5, or distributed data guarding. Distributed data guarding allows parity data to be spread across several drives in an array rather than to a dedicated parity drive, which in turn increases performance.

In addition, IDA-2 allows configuration of up to three logical volumes in the drive array. This allows random I/O typically associated with accessing and updating a database to occur simultaneously with sequential log file updates.

The chassis of the COMPAQ SYSTEMPRO has been updated and is now easier to service. New side-access drive installation ensures more room for drive cabling and allows fixed disk drives to be installed or removed without tools or screws. Drives simply snap into place.

All of these enhancements are available today.

New support for Novell NetWare

Compaq is offering new support products that make NetWare servers based on COMPAQ hardware the most comprehensively managed in the industry. Those support products are COMPAQ Insight Manager, Performance Management TechNote and NetWare Programs from Compaq support diskette. For a limited time, Compaq is also offering NetWare Premium.

The NetWare products that Compaq introduced, when combined with COMPAQ PC servers, address a key problem in today's network computing environment. By enabling businesses to run their information systems more efficiently, cost effectively and with fewer resources, time and manpower spent on server and network administration is reduced.

The COMPAQ INSIGHT Manager (CIM) application automatically seeks out and displays all of the managed NetWare servers on the network and presents the administrator with a list of these servers. By clicking on a particular server name, the Administrator sees a physical representation of the server and can monitor current and historical status of its various subsystems. From the management workstation, the administrator can scroll through several levels of detail for a specified server – whether it is across the hall or across the country – without disrupting normal server operations.

A key benefit of CIM is its ability to provide data about a server's operation over a period of time. Problems can be anticipated and repairs can be scheduled during non-peak times to minimize loss of productivity and down time by analyzing data. In effect, the CIM acts as a preventive maintenance utility.

CIM is a Windows-based application that is user friendly and quickly learned, thus eliminating the need for hours of training. CIM is included with NetWare from Compaq and is also sold separately for Compaq customers with existing NetWare v3.11 installations.
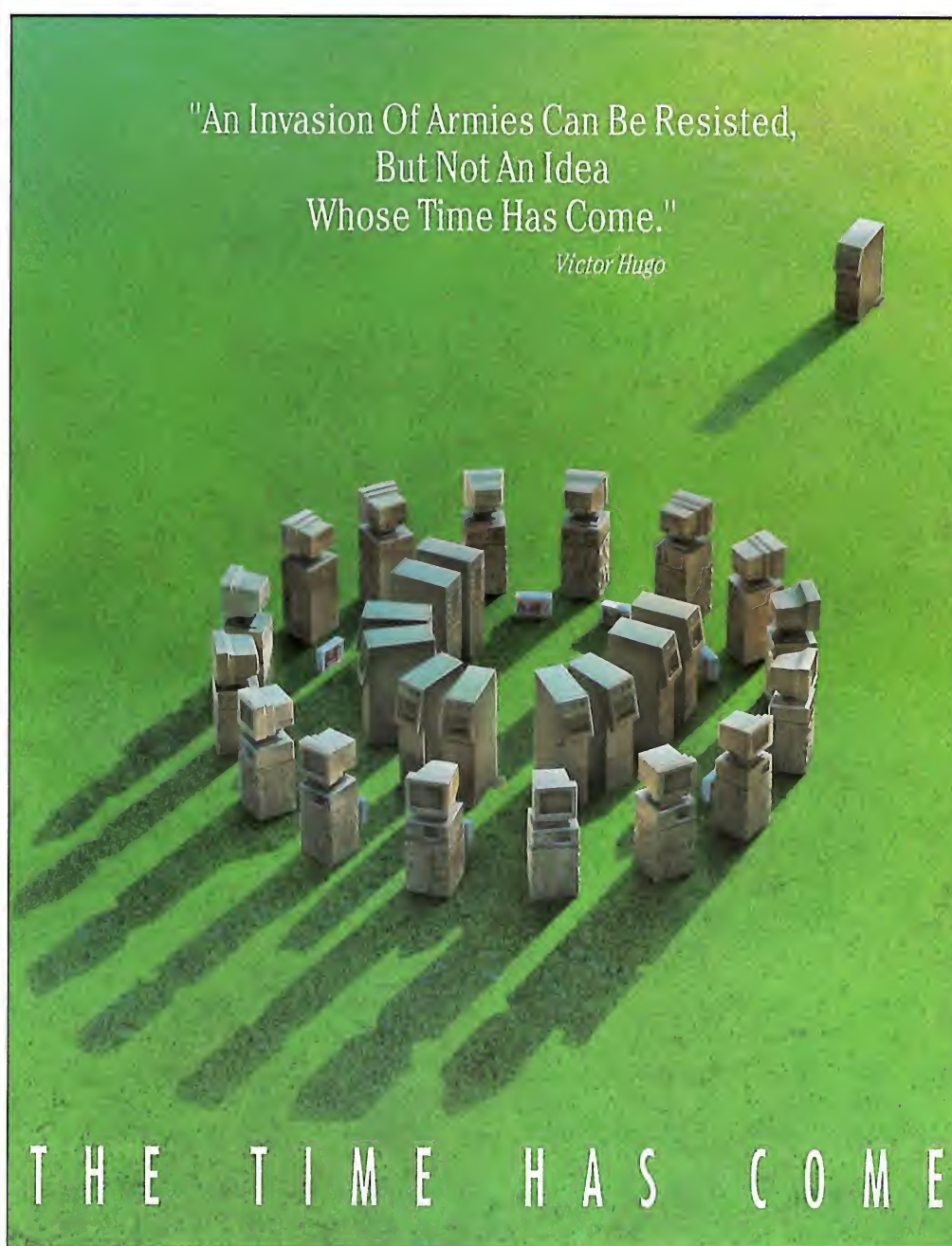
The Performance Management TechNote is a document that helps the network administrator optimize NetWare servers based on COMPAQ hardware to achieve maximum performance and provides guidance in resolving problems. It includes recommendations for configuring COMPAQ servers in a NetWare environment and recommendations from Compaq systems engineers that were developed based on extensive testing in real-world environments.

NetWare Programs from Compaq support diskette contains, in one convenient location, all of the specially tuned drivers developed by Compaq to take advantage of advanced COMPAQ subsystems in NetWare environments.

To provide the most convenient and total solution for NetWare and Compaq customers, the company is also offering NetWare Services Manager (NSM) from Compaq. Whereas NetWare from Compaq provides the base operating system plus all the tools needed to maximize performance and management of NetWare servers, NSM from Compaq completes the picture by providing a tool to manage network operating system functions.

With NetWare from Compaq, COMPAQ INSIGHT Manager, and NetWare Services Manager from Compaq running on COMPAQ PC servers, customers have the most comprehensively managed servers available – a claim that no other PC manufacturer can make.

Customers can purchase NetWare v3.11 from Compaq and NetWare v3.11 Premium from Compaq – with all of its value-added features – for the same price as standard NetWare or NetWare Premium. Prices are based on a graduated scale according to the number of users. NetWare v3.11 from Compaq with its value-add features, COMPAQ INSIGHT Manager ($695 SLP), and NetWare Services Manager from Compaq ($4,995 SLP) will be available in significant quantities in July and are offered through resellers who are both Novell and Compaq Certified to ensure that customers receive the highest level of support and expertise.

"An Invasion Of Armies Can Be Resisted, But Not An Idea Whose Time Has Come."
Victor Hugo

THE TIME HAS COME

The cover of the brochure announcing the company's server and network managements solutions.

King of the Court

Compaq's Scott King wins local tennis tournament

The mood was tense. The crowd was hushed. They waited for the stroke to end the two-hour tennis match between Compaq component engineering manager Scott King and his opponent Carlos Vargas in the April 19th United States Tennis Association-sponsored Coca-Cola tennis tournament held in Houston.

Each year, the USTA sponsors tournaments in various U.S. cities to give tennis players of all ages and skill levels a chance to compete. On that weekend King was determined to increase his USTA ranking.

The competitive edge

King was down 5 games to 2 in the first set. He had a choice to either concede the victory to his opponent or change his strategy. Initially, King adopted a very aggressive playing style while his opponent practiced patience and perfect form. By talking to himself — praising good plays and berating bad ones — King changed to a semi-agressive, patient playing style. That change in his mental attitude helped King swing the momentum of the game in his favor. He won the next seven games and won the match 7-5, 6-4. He won first place out of 144 tournament participants in the men's level 4.0 Singles Division.

King accredits his win to being able to talk and "think" himself into playing to the best of his potential — a trait he learned while playing tennis in college.

"College tennis really teaches you mental toughness," says King.

King attended Lake Superior State College in Michigan for two years then transferred to Michigan Tech. Once there, he achieved a bachelor's degree in Chemical Engineering. He had not originally intended to play tennis.

"When you go to Michigan Tech, you're there to study!" says King.

A chance meeting with the tennis

Scott King, component engineering manager, displays his tennis talents on the court.

coach convinced him to walk onto the court and try. In that same year, his junior year, King was awarded Most Valuable Player on the varsity team.

For the love of the sport

Before his success at the USTA-sanctioned Coca-Cola tournament and before his college glory days, King began playing tennis in junior high school with his older brother Tony. Tony was playing college tennis for Lake Superior State. He helped get his

younger brother interested in the sport. When Tony left to study chemical engineering at Michigan Tech, King followed in the family tradition. He followed his brother Tony to college and onto the tennis court.

After graduation, King concentrated on his career. When he joined Compaq in August 1987, he found other employees who shared his love for the game. In 1988, King and another Compaq employee, Jessie Martinez, won first place in the Men's Doubles division of

a Compaq-sponsored tournament. He won first place at the Woodland's Open November 1991 and was a finalist at the Strawberry Open in April.

King continues to play to stay in shape. But he competes in tournaments for the "intense feeling of the competition."

"I play so that I can continue to get better, to increase my skill level," says King. "The more people you play who are better than you, the better you become," he adds. King will move up to the USTA level 4.5 next year.

In a dedication ceremony marked by signs, speeches and funny stories, Compaq employees said their final goodbyes to CCM 4's Line 47 — the last of the Thruhole technology lines — on May 29th. The line that had been in existence since 1984 was closed to concentrate efforts on the more modern Surface Mount Technology. In keeping with the eulogy's message of continuous improvement, increased growth and exciting opportunity, former members of line 47 are merging with other lines and being trained in other areas throughout the company. The ceremony was kept positive and upbeat to reflect the employees' chance to learn from the old to succeed with the new.

Employees' song hits the airwaves

Special Attraction draws local attention with radio song

"**W**e're not rappers!" denies Duane Belton, technical instructor, and Bruce Jenkins, special operator for Compaq. They are members of the Houston band Special Attraction. Belton is the lead singer and lead guitarist. Jenkins plays the bass guitar and also helps out with vocals. Other members of the band include the drummer David Alexander, employee relations representative, guitarist Ben Black, Manufacturing, and keyboard player Tom Tiller – a former Compaq employee.

Special Attraction gained recognition through performing in various local talent shows, weddings, charity balls and political functions.

> *"They were so excited when they heard it," said Jenkins. "They wanted us to go straight to the studio and record right there."*

"Every candidate we played for won their election," boasts Belton.

In January, Belton was approached by his friend Bernard Hodes, an advertising representative of the OMNICOM advertising agency in Houston to write music for a radio commercial. OMNICOM, sister company to the advertising agency that handles product endorsements for Pepsi, was asked to develop a 30-second recruiting commercial for the Houston Police Department. The goal was to interest eligible men and women in attending the Houston Police Academy.

The concept, theme and lyrics for the song were developed by Barry Segal, vice president of OMNICOM. Segal was looking for a band to add an upbeat, contemporary sound for the slogan "Make a difference on your block. Become a Houston Cop." After previewing the demo tapes of several bands, Segal selected Special Attraction to write the music for the commercial.

Belton and Jenkins took Segal's concept. By April, they created a song with a definitive "rap" flavor.

"They were so excited when they heard it," said Jenkins. "They wanted us to go straight to the studio and record right there."

The band is very proud of the music they create and very particular about how it is presented. The demo tape they presented to OMNICOM was good – but they knew they could do it better. When OMNICOM insisted they must also perform the vocals for the song, the band hesitated.

"We're not rappers!" Belton denied. "We were only supposed to write the music," adds Jenkins.

Music with a message

Not wanting to miss out on an opportunity to showcase their talents, the band reserved time at Houston's Rivendale recording studio and applied their talents to the song. The song, "Make a difference on your block.

Attraction develop their playing styles in a variety of ways. When the members of the band are not practicing for another performance, they expand their interest in other areas. Black, who joined the band in January 1992, participates in a Jazz Band for North Harris County (NHC) Community College. In a NHC music competition, he won first place

band in Summer 1988 at the Compaq Talent Show. He also sometimes plays the guitar; but the drum is his major instrument. He has been playing the drums for almost 22 years.

"My style is a combination of classical music, rock and roll, and Latin music," explains Alexander. That mixture suits Alexander's playing style.

Special Attraction's Duane Belton, David Alexander, Ben Black, Tom Tiller and Bruce Jenkins practice their unique style of music with a message.

Become a Houston cop," urges the public to do something positive for the community. Special Attraction members say they felt comfortable presenting this message. They strive in all their work to present a positive image for today's youth. They were eager to break the stereotype of some rap songs and singers by urging young people to uphold the law, get involved with the community and make a positive impact on others.

The song airs on a local Houston radio station – KBXX, popularly known as "The Box." Special Attraction is in the process of creating a television version of the song. Belton and Jenkins will appear on camera with Houston native, boxing heavy-weight champion George Foreman. Foreman was impressed with the band's message and volunteered several hours of his time to participate in the project.

Band member background

The band members of Special

playing jazz on his guitar. Black is familiar with all stringed instruments. While attending Texas Southern University, he majored in music. He also opens for musical acts noted Houston

> *Foreman was impressed with the band's message and volunteered several hours of his time to participate in the project.*

musicians such as saxophone players Ornette Coleman and Kirk Whalum.

"Music is something I've always loved doing," said Black. He wants to spend more time developing his own unique sound and style. He also writes music. For inspiration, he tries to look at the world around him through the eyes of his two children. He plans to release his first record single in Summer 1992.

Alexander started playing with the

"I like music that's off the beaten path."

He received his first big "break" while in the 9th grade. His grade school music teacher was also the band director for the San Antonio Spurs musical band – the San Antonio Sound Spurs. When the regular drummer could not attend a performance, Alexander was asked to fill in.

When Alexander is not playing with the band or spending time with his daughter, he enjoys gardening.

The right direction

Special Attraction's interests are as varied as the members' playing styles. Their ambitions and aspirations range from seeking more professional performances, as directed by Belton's production company D. Vincent Productions, to participating in spur of the moment weekend jam sessions – the element that first brought Special Attraction together.

The members all have one thing in common – the love of music and the desire to share a little bit of musical magic with the rest of the world.

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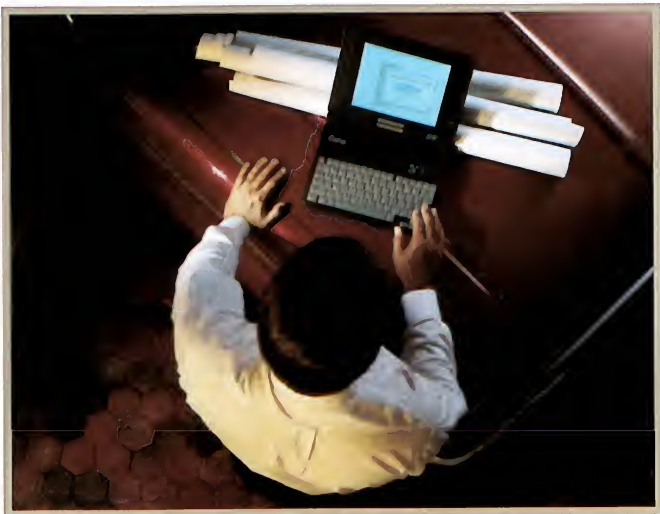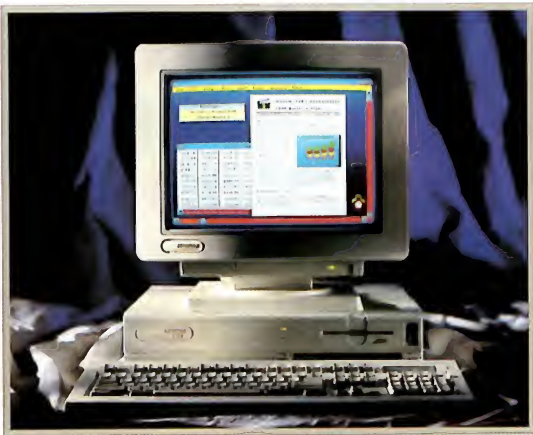
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